

medical FORUM

WA's Independent Monthly for Health Professionals



2020 Media Kit Advertising Guidelines

(08) 9203 5222 | mm@mforum.com.au

Advertising 2020



Display Advertisements

POSITION	PRICE	ALIGNMENT	OUTSIDE DIMENSIONS (mm)	
			WIDTH	HEIGHT
Cover: outside back / inside front	\$2678	Vertical	210	297
			Bleeds: 4mm crop marks, 13mm text safety margins	
Full page	\$2215	Vertical	210	297
			Bleeds: 4mm crop marks, 13mm text safety margins	
Two-thirds page	\$1926	Vertical	116	275
		Horiz.	N/A	N/A
Half page	\$1318	Vertical	88	275
		Horiz.	185	125
One-third page	\$968	Vertical	121	125
		Horiz.	185	90
Quarter page	\$700	Vertical	92	125
		Horiz.	123	95
One-sixth page	\$556	Vertical	61	125

Discount: 10% for booking three or more editions (except Covers or Major Partners)

ARTWORK SPECS: The magazine is trimmed to A4. Please supply artwork as a print-ready pdf: for bleeds, 4mm crop marks & text safety margins of 13mm all page edges; imbed images at 300 dpi, CMYK colour; fonts embedded; email to advertising@mforum.com.au

- **ALL RATES exclude GST and agency commission.**
- **Page Loading: Preferred position 20%.**
- Prices for non-conforming sizes are available on request.
- Very inexpensive rates for **artwork design** - please ask.

Inserts (Printing not included in below fees)

INSERT DETAILS The max. stock weight is 130gsm. A copy is required for approval.	PRICE (ex GST)	
	To GPs & DIT (3,250)	To All (5,700)
1 page A4 (can be folded)	\$1600	\$1950
1 pg A3 (folded to A4)	\$2100	\$2550

Contact us for a quote on inserts that do not meet the above specifications. Printing can be organised for clients at an additional cost

Clinical Content

All clinical content, whether advertising or editorial, must comply with ACCC & AHPRA guidelines. A small additional fee for editorial assistance with advertising copy may apply.

Features & Deadlines

EDITION 2020	CLINICAL FEATURES	DEADLINE
February	Innovations & Trends	Fri 10 Jan
March	Pain Management	Mon 10 Feb
April	Cardiovascular Health	Tues 10 Mar
May	Women's Health	Mon 06 Apr
June	Mental Health	Mon 11 May
July	Men's Health	Mon 08 Jun
August	Child & Adolescent Health	Fri 10 Jul
September	Respiratory Health	Mon 10 Aug
October	Musculoskeletal Medicine	Thurs 10 Sept
November	Aged & Palliative Care	Fri 09 Oct
December	General Medicine	Mon 11 Nov

Subscriptions

One year (11 issues)	\$138.00 (plus GST)
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Terms & Conditions



The contract

Written confirmation of an advertisement or sponsorship booking by the advertiser or agency is considered a 'contract'.

Approval

Advertisements submitted to *Medical Forum WA* are subject to approval by the publisher Bellagio Australia Pty Ltd T/A HealthBooks. The publisher reserves the right to reject any advertisement or copy for editorial reasons.

The words 'Advertising Feature' will be placed above or below advertising copy which, if in the publishers' opinion, could be confused by readers as editorial.

Cancellations

No cancellations will be accepted after the booking deadline. This applies also to any overdue material. Space will be charged at 50 per cent of the booked rate for any cancellations made within seven days of the booking deadline.

Discounts

When booking for multiple editions, advertisers are eligible for discounts (usually 10% for three or more listings). Discounts do not normally apply to Inserts or Major Sponsorships.

If multiple bookings are cancelled to below the threshold for discounts, advertisers who have been discounted must pay at the standard (non-discounted) rates for ads that have already run.

Indemnity

Advertisers are responsible for ensuring that advertisements comply with Commonwealth, State and Territory laws. It is the responsibility of the advertiser to ensure that advertisements comply with the Trades Practices Act 1974 as amended. All advertisements are accepted for publication on condition that the advertiser indemnifies the publisher and its servants against all actions, suits, claims, loss and or damages resulting from anything published on behalf of the advertiser.

Other Services Offered

With over 100 years' combined experience working with the medical profession, *Medical Forum's* team also offers:

- A comprehensive up-to-date database of all WA doctors, for use by approved clients.
- Marketing advice for your best communications package.
- Graphic Design at competitive rates, whatever the task.

Contacts

Advertising Manager

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Clinical Services Directory

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Clinical Editor

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Printers

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Graphic Design

Ryan
Thinking Hats

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